

DEPARTMENT OF CULTURAL AND COMMUNICATION SCIENCES
COURSE SYLLABUS

Course Details				
Code	Academic Year			Semester
KKW 317	3			5
Title	T	A	L	ECTS
Public Relations	2	1		6
Language	Turkish			
Level	Undergraduate	x	Graduate	Postgraduate
Department / Program	Cultural and Communication Sciences			
Forms of Teaching and Learning	Face to face			
Course Type	Compulsory	x	Elective	
Objectives	The aim of the course is providing to students basic knowledge of public relations and media relations.			
Content	Concepts of public relations, PR cases all around the World, PR models information, marketing, advertising Professional ethics, target audience, writing press bulletins, PR campaigns, PR and social responsibility, crisis management corporate communication, reputation management			
Prerequisites	-			
Coordinator	Assoc.Prof.Dr. A.Elif Posos Devrani			
Lecturer(s)	Assoc. Prof.Dr. A. Elif Posos Devrani			
Assistant(s)	Research Assist. İpek Kesici			
Work Placement	-			
Recommended or Required Reading				
Books / Lecture Notes	Özçetin, B. (2018). Kitle iletişim kuramları: kavramları okullar, modeller. İletişim Yayınları. Tokgöz, O. (2015). İletişim Kuramlarına Anlam Vermek. Ankara: İmge Kitabevi.			
Other Sources	-			
Additional Course Material				
Documents				
Assignments				
Exams				
Course Composition				
Mathematics und Basic Sciences				%
Engineering				%
Engineering Design				%

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Social Sciences	20	%
Educational Sciences		%
Natural Sciences		%
Health Sciences		%
Expert Knowledge	80	%

Assessment

Activity	Count	Percentage (%)
Midterm Exam	1	40
Quiz	-	-
Assignments	-	-
Attendance	-	-
Recitations	-	-
Projects	-	-
Final Exam	1	60
Total		100

ECTS Points and Work Load

Activity	Count	Duration	Work Load (Hours)
Lectures	14	2	28
Self-Study	10	10	100
Assignments	-	-	-
Presentation / Seminar Preparation	-	-	-
Midterm Exam	1	1	1
Recitations	-	-	-
Laboratory	-	-	-
Projects	-	-	-
Final Exam	1	1	1
Total Work Load			130
ECTS Points (Total Work Load / Hours)			4

Learning Outcomes

1	To sum up PR models and theories.
2	Handle similarities and differences between PR and other communication fields
3	Acquire some skills about a good writing of press release and ;the selection of convenient media tools for it
4	
5	
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12	

Weekly Content

1	Introduction to course subjects
2	The aim of the course is to gain the theoretical knowledge gained in the field of public relations practically.
3	Crisis management
4	Positioning leadership
5	Reputation management
6	Corporate Communication Plan
7	Sponsorship
8	Brand positioning
9	Midterm
10	Marketing public relations
11	Best practices from PR sector
12	Best practices from PR sector
13	Presentations
14	Presentations
15	

Contribution of Learning Outcomes to Program Objectives (1-5)

	P1	P2	P3	P4	P5	P6	P7
1	4	3	3	4	4		
2	4	3	3	4	4		
3	4	3	3	4	4		
4	4	3	3	4	4		
5							
6							
7							
8							
9							
10							
11							

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12						
Contribution Level	1: Low 2: Low-intermediate 3: Intermediate 4: High 5: Very High https://obs.tau.edu.tr/oibs/bologna/index.aspx?lang=tr&curOp=showPac&curUnit=04&curSunit=209#					
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